

FSC-175-A		10/22/96	
SUBJECT: New DORAL Pack Closure Seals			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> Reg.MII./DF Mgr.	<input type="checkbox"/> MIL	
<input checked="" type="checkbox"/> ROM	<input checked="" type="checkbox"/> AE	<input type="checkbox"/> REP	

(Please disseminate to appropriate personnel)

New DORAL pack closure seals will begin appearing at retail in November (see illustration below). DORAL smokers collecting the current seals for merchandise and offers, like the DORAL & Co. free carton offer, must send their orders in before January 31, 1997. This change will help us better manage the DORAL smokers' continuity expectations, decrease our liability for continuity programs and provide better forecasts for these programs.

1) How will DORAL smokers be notified?

- Smokers on our database will be notified of this change via a special edition of the DORAL Across America catalog to be mailed in October. They will be reminded to redeem their old seals and send their orders in before January 31, 1997.
- Smokers may begin collecting "new" seals for new items in 1997.

2) What will you see?

- The new pack seal will feature a new graphic treatment as well as the letter "D" where the current seal reads "20 Class A Cigarettes."

Old Seal



New Seal



3) What needs to be done?

- Ensure that all product is properly rotated at retail so that product with the old seal flows through before product with the new seal. (Cartons marked K6 or later will feature new seals)

IMPORTANT NOTE: There has been no change to the DORAL Product. This is only a packaging change.

Program Contacts: Sharon Reid, extension #2584
Pete Sawin, extension #6777

R. J. REYNOLDS TOBACCO COMPANY

51844 9602

To: Macleod, Stephen
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 10/24/96 8:39
Opened: 10/24/96 11:31
Subject: FWRD: FSC-175-A New DORAL Pack Closure

Stephen, do you want to send out a cover letter with the following....

===== <Forwarded Letter> =====

From: Davis, Carla C.
To: 1610
Subject: FSC-175-A New DORAL Pack Closure
Posted: 10/23/96 19:45
Priority: Normal

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